



## OPEN ACCESS

APPROVED BY  
Frontiers Editorial Office,  
Frontiers Media SA, Switzerland

\*CORRESPONDENCE  
Frontiers Editorial Office  
✉ research.integrity@frontiersin.org

RECEIVED 28 July 2025  
ACCEPTED 28 July 2025  
PUBLISHED 07 August 2025

CITATION  
Frontiers Editorial Office (2025) Retraction:  
Analyzing intention to purchase brand  
extension via brand attribute associations: the  
mediating and moderating role of emotional  
consumer-brand relationship and brand  
commitment. *Front. Psychol.* 16:1674695.  
doi: 10.3389/fpsyg.2025.1674695

COPYRIGHT  
© 2025 Frontiers Editorial Office. This is an  
open-access article distributed under the  
terms of the [Creative Commons Attribution  
License \(CC BY\)](#). The use, distribution or  
reproduction in other forums is permitted,  
provided the original author(s) and the  
copyright owner(s) are credited and that the  
original publication in this journal is cited, in  
accordance with accepted academic practice.  
No use, distribution or reproduction is  
permitted which does not comply with these  
terms.

# Retraction: Analyzing intention to purchase brand extension via brand attribute associations: the mediating and moderating role of emotional consumer-brand relationship and brand commitment

Frontiers Editorial Office\*

## A Retraction of the Original Research Article

Analyzing intention to purchase brand extension via brand attribute associations: the mediating and moderating role of emotional consumer-brand relationship and brand commitment

by Bian, W., and Yan, G. (2022). *Front. Psychol.* 13:884673. doi: 10.3389/fpsyg.2022.884673

The journal retracts the 2022 article cited above.

Frontiers Research Integrity Auditing team has investigated and uncovered a network of authors and editors who conducted peer review with undisclosed conflicts of interest and who have engaged in citation manipulation. The investigation identified this article as one for which the integrity of the peer review process has been undermined, resulting in the loss of confidence in the article's findings.

The authors received a communication regarding the retraction and were given a chance to respond, with some discussions still ongoing. This exchange has been recorded by the publisher. The investigation was not able to determine whether all authors, editors, or reviewers were aware of or involved in the misconduct, but this misconduct was significant enough to determine that the scientific integrity of the article cannot be guaranteed.

In adherence to the recommendations of the Committee on Publication Ethics (COPE), the article is retracted. The retraction was approved by the Chief Executive Editor at Frontiers and the Field Chief Editor of Frontiers in Psychology.